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Advertising Age

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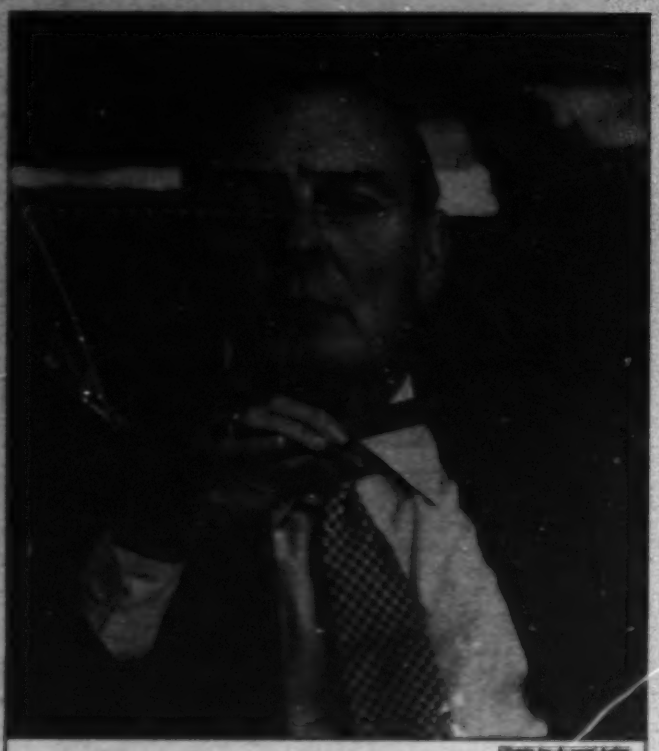

Photo by Arnold Adler

Robert Jacoby, chairman of Ted Bates Worldwide, is seeking growth, but denies the company is holding merger talks with Saatchi & Saatchi.

Bates' Jacoby will hang tough on growth plan

By STEWART ALTER

NEW YORK—Ted Bates Worldwide will make changes in its money-losing McDonald & Little operation, maybe even buy another agency in Atlanta. It is also close to a direct-marketing acquisition in the U.S., as well as agency purchases in Canada, Germany and Puerto Rico.

But while Bates chairman-ceo Robert Jacoby bluntly admitted to being "disappointed" in the performance of the William Esty Co. unit, he still likes its management and is not planning any changes in that area. Nor, as rumored, is he having merger talks with Saatchi & Saatchi; "they're a major Procter & Gamble agency and our second largest client is Colgate-Palmolive," he said.

Mr. Jacoby, who has found himself at center stage lately because of news reports about all kinds of changes he might be making—in his board of directors, his subsidiary agencies, and Bates' ownership—sat down last week for a rare interview to explain his thinking and goals. He touched on a range of subjects that included his thoughts on his successor, his subsidiaries, his financial goals and the Bates stock ownership system that gives him such enormous power.

Esty, despite three major account losses (several brands from Colgate-Palmolive, some Warner-Lambert brands, Winston cigarets) and "major motion" downward in its billings, still seems to be the jewel in the Bates crown of affiliate agencies. This in spite of the fact

(Continued on Page 89)

Simon bids billion for Multimedia

By CRAIG REISS, VERNE GAY and WILLIAM F. GLOEDE

The investment company headed by former Treasury Secretary William E. Simon has made a $1 billion bid to take over Greenville, S.C.-based Multimedia Inc., the 36th-largest U.S. media company, ADVERTISING AGE has learned.

Multimedia is already considering a leveraged buy-out by top management and members of the four families that hold large blocs of company stock. Multimedia, founded in 1888, is a major group television and radio broadcaster and owns 13 daily and 22 nondaily newspapers, mostly in the Sunbelt. It also has extensive holdings in cable tv franchises and operates an entertainment division that is best known for its syndication of "The Donahue Show" with Phil Donahue.

In February, management offered to take Multimedia private at $37 cash per share and $25 per share in a 20-year bond that is interest-free for the first five years. Mr. Simon's Wesray Inc., Morristown, N.J., has offered $60 per share cash, sources said. There are about 16.6 million common shares of Multimedia stock outstanding, bringing the Wesray takeover price to about $1 billion.

If Multimedia management agrees to present Mr. Simon's bid to its stockholders, and if it is approved, it

(Continued on Page 88)

Two new coffee brands help fight for market share

GF stands its ground

By GAY JERVEY

General Foods' intensive effort to broaden its coffee business is continuing with the coast-to-coast rollout of Maxwell House decaffeinated instant coffee and the testing of Maxwell House Master Collection, a family of whole-bean and ground-premium brews.

Advertising for the new decaffeinated item—which joins Maxwell House ground decaf, new last year—is expected to break early next month. Master Collection—comprised of both special-reserve dark and traditional roasts, in addition to a decaffeinated variety—is available only in an Evansville, Ind., test market. Ogilvy & Mather, New York, is the agency for both products.

GF declined to elaborate on either introduction, other than to describe the instant launch as "imminent" and the Master Collection test as "very limited."

However, analysts applaud both GF moves as further indication the marketer is bent on protecting its coffee franchise—the company's biggest source of cash and one that has been under pressure from Procter & Gamble and Nestle.

It also is clear the name of the game in the coffee market these days is segmentation. "The only way to gain, or even to just maintain market share today, is to have every niche covered," said Ron Strauss, an analyst with William Blair Co., Chicago. "This strategy has enabled GF to do a good job of warding off P&G and Nestle."

"There's so much activity in the coffee business, and it's so highly, highly competitive, that segmenta-

(Continued on Page 90)

Last Minute News

Galotti bows to 'Mademoiselle'

NEW YORK—Ronald Galotti is leaving Hearst Magazines, where he was publisher at *Country Living*, to join Conde Nast Publications as *Mademoiselle's* publisher. He succeeds Joseph Fuchs, publisher since 1977, who becomes vp, a new post being created at Conde Nast because "additional corporate management is required" as a result of recent expansion, said chairman S.I. Newhouse Jr.

Plant's workers gear up to picket at BBDO

NEW YORK—BBDO's headquarters here is slated to be picketed next month by workers from Black & Decker Corp.'s Allentown, Pa., plant. The action will be part of the workers' protest against plans to close down what is the only unionized plant among those that B&D acquired last year when it bought General Electric Co.'s housewares division. BBDO handles B&D's $100 million ad campaign highlighting the division's name change to B&D from GE.

Interpublic mulls former Time chief for board

NEW YORK—James Shepley, former president of Time Inc. and currently chairman of Pullman Co., has been nominated to serve on the Interpublic Group of Cos.' board. If elected, he would join former CBS president Frank Stanton as the second former media company president on the Interpublic board.

Philip Morris plays down Players 25s

NEW YORK—Philip Morris USA has "no firm direction" regar[d] possible introduction of 25-unit packages of its upscale Pl[ayers] line, a company spokesman says. Last year, Players fell [short] market share thought essential to a brand's success. T[he]

(Continued on Page 8)

IBM print ad tunes up pitch

By CLAIRE WILSON

PARIS—IBM France and Dupuy Saatchi & Saatchi Compton have brought the high-tech world of electronics and microchips to print advertising.

Last month, an issue of *Le Point*, France's leading newsweekly, included what its creators say was the first electronic [ad] produced.

Th[e]

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The word at AT&T is Mummenschanz

By BRIAN MORAN

NEW YORK—AT&T this week begins new network tv ads for a broad range of business and consumer products as part of a $125 million first-half ad push designed to drive home the company's reputation for reliability.

The new creative marks a significant shift in direction for AT&T, which spent most of last year laboring to reestablish itself with consumers following the telephone monopoly's breakup in January, 1984.

The new commercials, produced by three AT&T agencies here, have a more aggressive tone. A few even show competitors' products and challenge viewers to make comparisons.

Consumer confusion from the divestiture was not helped by AT&T's dizzying array of theme lines in its corporate, product and service advertising last year. All of the new advertising carries a single theme line: "The right choice."

The new look will appear first in spots breaking tonight for AT&T Information Systems, Morristown, N.J., on the NBC-TV miniseries "Wallenberg: A Hero's Story." The commercials, via Ogilvy & Mather, support Information Systems' office automation products and services.

To get across a potentially dull message about the adaptability of AT&T's product line to integrate existing office systems, O&M created two futuristic spots featuring Mummenschanz, the famous Swiss mime troupe, in its first-ever commercial appearance.

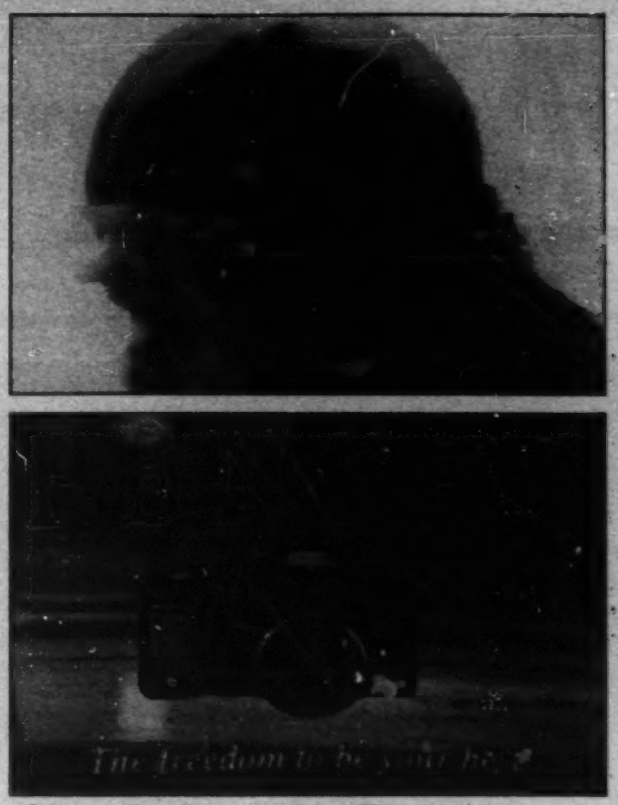
In one spot, the mimes appear in costumes resembling giant Slinky toys that slowly "integrate" with each other. In another, the three-member troupe silently exchanges vividly colored building blocks until each has the "information" necessary for efficient office communication.

"To use people in the same old office setting to talk about office automation in the future would have been deathly boring," said Jay Jasper, O&M senior vp-creative director. "We needed a metaphor, and [Mummenschanz'] ability to imbue objects with humanity fit the bill."

AT&T's new ad tack will hit full stride April 14, when the company begins its one-eighth sponsorship of the CBS-TV miniseries "Space." AT&T's $4.8 million buy for the special will see the debut of new creative for the AT&T Communications, Consumer Products and corporate accounts.

AT&T Consumer Products, Parsippany, N.J., will break three spots on the special, via N W Ayer, that will play up consumer fears of buying non-AT&T telephone equipment and stress AT&T's status as the only home telephone

(Continued on Page 88)



Sven's lens for Pentax

Campbell-Mithun, seeking an award-winning feel for new spots for the Pentax 35mm range-finder camera and the single-lens reflex A3000, hired Sven Nykvist, Oscar-winning cinematographer for Ingmar Bergman, to film the commercials. *(See story on Page 87.)*

Highlights

Hugh Hefner won't lord over Playboy Enterprises anymore, but instead will be a sort of elder statesman in the company he founded 32 years ago. *See Page 6.*

McDonald's Corp. is beefing up its international agency roster, and Saatchi & Saatchi and McCann-Erickson are the big winners. *See Page 10.*

For those who'd like to flick a smaller Bic, Bic Corp. rolls national June 1 with a downsize version of its successful Bic disposable lighter. *See Page 12.*

Five "men of ideas" shared their insights, versatility and enthusiasm at a seminar, drawing a copywriter into the world of design. *See Page 42.*

Ralston Purina Co.'s Chex Snack Mix has developed into a hot item in one test market, grocery-store buyers report. The product is a prepackaged version of the well known Chex party mix, a combination of three Chex cereals and other ingredients. *See Page 62.*

TE CLOSEUP

publishing company dedicated to growth in the hottest growth sectors in this country, small business and high tech," says one executive. *See Page 4.*

FORUM

Adman Neil Bruce Holbert moved to Australia and came home seeing through different eyes. *See Page 20.*

Phil Donahue came and went, but the Windy City stayed behind. Bryan Brown lets on How to Chicago. *See Page 20.*

INTERNATIONAL

Sunbeam, the home appliance marketer, is giving a new boost to its international business. The marketer, a subsidiary of Allegheny International, is streamlining part of its international product line to grab a bigger share of the international housewares market. *See Page 50.*

What's happening in Toronto? Check out the "Talk of Toronto," the first of a new series of periodic columns featuring "street talk" from around the world. *See Page 50.*

U.S. media mogul Ted Turner is gambling that his Cable News Network will take off in Europe the same way it has here. *See Page 50.*

VIDEOTECH

In spring, a network tv programer's fancy turns to thoughts of fall, and the new ratings battles. *See Page 56.*

Saturday is the lowest-rated night of the week for the networks, even though more people than ever are sitting home in front of the tube on Saturday nights. What they're watching is Home Box Office and videocassettes. *See Page 57.*

COMING THURSDAY

SPECIAL REPORT

Canada, the land of the maple leaf, is looking beyond its own borders. More Canadian companies are investing in the U.S., and many Canadians are finding jobs overseas. Canadian agencies, media and admen, from Quebec to British Columbia, are profiled.

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ABP ABC AABA

Can Yugo spark Beetle-mania?

By JESSE SNYDER

A new importer plans to recapture the low-price, but lovable, marketing image of the Volkswagen Beetle this summer when it starts marketing a Yugoslavian-built auto.

The Yugo, announced as a $3,995 basic small car, must be marketed as a fun vehicle with good value because too many low-end competitors will soon crop up for price advertising alone to work, said John Slaven, senior vp-marketing for Yugo America.

The stated price is $1,400-to-$2,000 below established low-end Japanese imports, but South Korean and other European auto makers already are planning or considering similar entries into the U.S. car market.

Yugo America, a New York-based subsidiary of Malcolm Bricklin's Bricklin Industries, will import a base and upscale model of the small four-seat sedan. The cars, based on a licensed Fiat 127 design, are built by Zavodi Crvena Zastava, a 30-year-old Yugoslavian auto maker.

The car bears a passing resemblance to a small VW Rabbit, one of several parallels to the West German auto maker.

Rosenfeld, Sirowitz & Lawson, as agency for the Yugo (AA, April 1), will be charged with finding a distinctive position for the car. Agency co-chairmen Ronald Ro-

(Continued on Page 90)

Baker puts it on back burner

Celeb rule stalled

By STEVEN W. COLFORD

WASHINGTON—A Treasury Department proposal to restrict the use of celebrities in alcoholic beverage ads appears to have run into opposition from Treasury Secretary James Baker III.

The proposal from the Bureau of Alcohol, Tobacco & Firearms was forwarded to Mr. Baker and his deputy, Richard Darman, last month after John Walker, assistant secretary for enforcement and operations, signed off on it, according to department sources.

Under normal circumstances, Mr. Walker's approval would have sufficed, sources said. But because of the ongoing debate over alcohol advertising on tv, department offi-

Ohio congressman is latest to plan alcohol-ad bill—Page 87.

cials felt it advisable for newly arrived Secretary Baker to pass on the proposal. The length of time it has languished on Mr. Baker's desk has sparked questions about the proposal's future.

A high-level Treasury official,

(Continued on Page 90)

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Hefner eases grasp on 'Playboy' helm

By BOB MARICH and GARY M. LEVIN

HOLMBY HILLS, CAL.—Hugh Hefner said he won't lord over Playboy Enterprises anymore, but instead will be a sort of elder statesman in the company he founded 32 years ago.

The change in status is prompted by the stroke he suffered March 6, he told reporters at an April 1 press conference at his mansion near Beverly Hills. Mr. Hefner blamed his stroke on stress resulting from a bitter feud with film director Peter Bogdanovich, whom he blasted during the press conference.

No immediate changes are expected in the $187 million Playboy media conglomerate because Mr. Hefner's daughter Christie, 33, president-ceo, and longtime publishing aide Arthur Kretchmer, 44, senior vp-editorial director, *Playboy*, take up the slack. Insiders say the reins of *Playboy* are in the hands of Mr. Kretchmer; Ms. Hefner concentrates on Playboy's cable tv venture and corporate affairs.

Nat Lehrman, president of Playboy Enterprises' publishing division and associate publisher of *Playboy*, said he will step down from those posts to take an "advisory" role in the company when a successor is found (AA, Feb. 18).

"This is a company nearing the end of its transition period," said David Leibowitz, an analyst with American Securities, New York. "I am very impressed with what I've seen. I think management has a realistic set of expectations on what they can do...Clearly there's a sense that this is a business and will be operated as such," Mr. Leibowitz continued, adding that the opposite perception was prevalent until perhaps a decade ago.

Mr. Hefner said his stroke was "acute," not minor as first suggested by the company. Though he appeared to be healthy, alert and fully recovered a month after being stricken, he said the experience convinced him it's time to slow down.

"The stroke was in the left lobe" of the brain, he continued. "What I lost was the ability to gather the appropriate words and phrases, both to read them and also to find them in the index files of the mind.

"I expect to be very actively involved in the future of the company, but it will be a different kind of activity [with] the focus more on the creative kinds of things, rather than the routine," he said.

Mr. Hefner said improving *Playboy's* image, which he says is under increased attack, is one of the roles he sees for himself.

Mr. Kretchmer, who has been with the magazine since 1966, said he expects Mr. Hefner will drop participation in regular meetings where he personally reviewed art and editorial of the magazine. "But Hef's stamp will still be on it," Mr. Kretchmer said.#

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CORRECTIONS & CLARIFICATIONS

- Monahan Dayman Adams, an agency based in Sydney, Australia, bought 50% of Japanese-owned Standard Advertising, Sydney, not 50% of Tokyo-based Standard Advertising (AA, March 18, P. 3).
- The list of previous winners of the ADVERTISING AGE Agency of the Year award (AA, March 28, P. 4) unfortunately omitted Cunningham & Walsh, which in 1973 became the first agency to win this award.
- According to Simmons Market Research Bureau, 42.8% of all black males age 18 to 34 read *Jet*. The percentage was reported incorrectly (AA, March 14, P. 26).
- Geers Gross Advertising's gross income and billings should have been $37.3 million on billings of $253.6 million in 1984, compared with gross income of $37 million on billings of $250 million in 1983 for the New York agency. The change would elevate the agency to No. 32 in ranking by worldwide gross income from No. 46. Figures for Geers Gross, London, should not have been omitted from the totals (AA, March 28, P. 36).
- SSC&B:Lintas' percentage of foreign-to-world billings should have been 66.3% in the Top 10 chart, based on SSC&B's foreign contribution of $815.7 million to world billings of $1.23 billion. The agency's No. 2 rank on the chart does not change (AA, March 28, P. 50).
- Saffer Cravit & Freedman, Toronto/Chicago, did not lose as published, but gained the following overseas accounts: Simpson's, Coles Books, Budget Rent a Car, Firestone U.S., Scitron (AA, March 28, P. 90).
- A Young & Rubicam profile should have contained a ☑† indicating an independent accounting company had verified the agency's gross income figure using language acceptable but different from that supplied by AD AGE. Additionally, Roger Craton was listed as exec vp-chief financial officer. He is senior vp-chief financial officer (AA, March 28, P. 51).
- The chart "Top 10 I and II agencies by direct marketing billings" should have read "by direct mail billings" (AA, March 28, P. 80). Additionally, the direct-marketing designation in the pie chart on P. 108 should have been labeled "direct mail."#

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Some shops quarrel with DMA billings report

By PAUL L. EDWARDS

New York—The Direct Marketing Assn. has reversed its decision to separate from its annual survey of billings one agency that reported income from its letter shop.

At the same time, the DMA is continuing to receive protests from agencies that believe the unusual treatment of the annual billings survey was unfair.

The complaints are likely to lead to a review of the entire process before the 1985 survey is released next year.

In its "1985 Fact Book," DMA will reinstate the listing for Foote, Cone & Belding/Direct. In its first release of the survey (AA, March 18), the agency was included in a smaller, separate list of direct-marketing agencies that provide letter-shop, database and printing services in addition to the standard agency fare. DMA initially referred to these agencies as specialty agencies. It has now decided to call them integrated agencies.

DMA also considered making a similar change on behalf of the Direct Marketing Group, but at that agency's request decided to leave it on the smaller list, where it ranks No. 1.

The survey was split into two categories, DMA said initially, because many in the industry believed that including ancillary income made it difficult to compare all the agencies listed on the same basis.

While the decision generally was received favorably by agencies without such operations, it drew immediate protest from FCB/Direct and the DM Group. Two weeks later, the Direct Marketing Agency, Westport, Conn., joined in the complaint.

The DM Group has included income from its letter-shop activities since DMA first conducted its survey. FCB/Direct, on the other hand, never had such income until its purchase last year of Smith-Hemmings-Gosden. At the Direct Marketing Agency, it is the company's database services, rather than a letter shop, that generate the ancillary income.

In a letter to the association, Norman Suslock, chairman, Direct Marketing Agency, wrote, "The only difference between the Direct Marketing Agency and any of the other agencies is that we believe that the computer, and more particularly, the construction of unique databases and the ability to perform back-end analysis, separates us in terms of a more complete service to clients. If there is a difference [between us and the other agencies], that difference is not that the general agencies are blind to the value of those techniques, but that they buy them outside." DMA said it received the Direct Marketing Agency's complaint too late to consider a change in its "Fact Book."

In the case of FCB/Direct, director Mark Weinstein said the letter shop at Smith-Hemmings-Gosden was a small part of that agency and represented but a minuscule portion of the total revenue generated by FCB/Direct. Together with the letter shop, FCB/Direct reported 1984 billings at $48.7 million. In the revised listing, with the letter-shop activity removed, the agency is reporting $47.5 million.

John DePasquale, chairman of the DM Group, went even further. He said not only was the income from the letter shop a small part of his agency business, but the comparisons between his agency and others that do not have letter shops were unfair.

"It makes very little, if any difference," he said, "whether the money that we spend on letter shops goes to our factory or to someone else's. We do use others sometimes and all the other agencies must go outside. The money that they spend on those letter shops is then considered a fee and capitalized for billing purposes. So they've been reporting their spending on letter shops all along, just as we have."

Nonetheless, in its revised listings, the DM Group was asked to remove from its billings the amount of income attributed to its letter shop. Mr. DePasquale declined to do so, and so will remain on the integrated list. Mr. DePasquale said he will continue to press for reinstatement of the agency on the general list while retaining the letter-shop revenues. "The other agencies say it's like comparing apples and oranges to include all our income. But I think that it's only apples and oranges when you leave it out," he said.

A spokeswoman for the DMA said only two changes will be made in the "1985 Fact Book." The smaller list will be retitled "Integrated Agencies" and FCB/Direct will be returned to the general agency list. She added, however, that the controversy is likely to lead to a review of the process by DMA's Agency Leaders, a newly formed group consisting of the senior management of direct-marketing agencies.#

Top 10 general DM agencies

This revised list represents only those agencies that responded to a DMA request made in 1985 for their full-year 1983 and 1984 U.S. billings. All figures were supplied by the individual agencies, which were asked to include space and broadcast billings, billings for materials and services provided by organizations outside the agency and capitalized agency fees. Source: DMA Research Department.

Rank/Agency	Billings ($ millions) 1984	1983	Per cent change
1. Wunderman, Ricotta & Kline	159.0	124.2	28.0
2. Ogilvy & Mather Direct Response	133.0	95.0	40.0
3. Stone & Adler	72.7	55.8	30.2
4. Rapp & Collins	58.6	50.2	16.7
5. Grey Direct	56.8	39.6	43.4
6. Kobs & Brady Advertising	52.0	44.3	17.4
7. FCB/Direct	47.5	40.7	16.7
8. Chapman Direct Marketing	45.9	41.5	10.6
9. Soskin/Thompson	41.9	36.6	14.5
10. MARCOA Direct	35.1	24.6	42.7

Risky business is DRM Group's target

New York—Steve Bowman has a mission: Restoring an entrepreneurial spirit to insurance companies.

"Insurance companies were more entrepreneurial many years ago, but that stopped when they got bogged down in bureaucracy," said the president of Omaha-based DRM Group, a direct-marketing agency that specializes in insurance.

"And up until recently, 'entrepreneur' was a dirty word in this business. But not any more," said Mr. Bowman, who has reason to know.

He spent 12 years in the marketing departments of insurance companies, developing direct-marketing programs in-house, before founding his own agency with three other insurance professionals in 1982.

Unlike most direct-marketing agencies, which skew their efforts toward developing marketing programs, DRM Group, with its insurance expertise, often presents entire business plans to potential clients.

"We'll develop a direct-marketing program for a specific product, like hospital indemnity, and then find an insurance company that would like to create that product and work with us," Mr. Bowman said.

"We'll share in the marketing costs and in the profits."

Mr. Bowman conceded that is a high-risk approach to direct marketing, but it is a risk he takes with obvious relish. "Direct marketing is accountability," he said. "And with our approach, we're putting our time and future profits on the line."

Just the same, Mr. Bowman's approach is new and different, and not all insurance marketers have embraced the idea. "A lot of what we do is still conventional direct marketing—lead generation, for example."

Some insurance companies view lead generation as an adjunct to the existing agent sales efforts, while others view his programs as a totally independent sales effort that they believe "competes" with the agents.

Mr. Bowman believes this conflict will be resolved over time, with insurance companies setting up centralized direct-marketing departments that will take over for agents on certain products. "There are many common insurance products, such as property and casualty insurance, that don't generate sufficient commissions to maintain an active sales-agent network," he said.

"They would be good candidates for direct-marketing programs exclusively. Other, high-ticket items that are also more complicated, like universal life, will probably still require the services of an agent to sell effectively."

Direct marketing in the insurance industry, he said, has changed considerably since the early 1970s, when he first started at Mutual of Omaha Insurance Co. "Back then, direct marketing was taking a list of 5 million names and mailing to every one of them. Postage was [low] and they could afford that. Today, the cost would be prohibitive."

Insurance marketing has become more sophisticated, he said, and that will continue. "One of the techniques that became popular was third-party endorsement, the use of an association or person to endorse a given plan. At first, those endorsements were a tremendous boost to sales. But today, only a few groups, like the American Assn. of Retired Persons, have much effect."

DRM Group is a privately held agency reporting $2.4 million in retained earnings.

Among its insurance industry clients are numbered Amoco Life Insurance Co., a division of Standard Oil of Indiana, Omaha; Equitable of Iowa, Des Moines; Liberty Mutual Insurance Co., Boston; the Hartford, Hartford, Conn., and Phoenix Mutual Insurance Co., also Hartford.

Mr. Bowman said the agency also has begun working with several banks.

"They have very similar problems and we feel that our approach will be attractive to them as well," he said.#

Senior editor Paul L. Edwards, New York, is the editorial director of the Advertising Age *Direct Marketing section.*

Direct marketing briefs

Jay Hillis to president, Uplifting Ideas, a new direct-marketing agency in Lynnwood, Wash., from vp-circulation, Alaska Northwest Publishing Co.

Diane Curran to vp, a new post at Hub Mail Advertising, Boston, from senior account exec. She will be responsible for the development of new company programs and will manage a newly formed account group.

Nestle World Direct, the direct-marketing arm of Nestle, White Plains, N.Y., to **Bloom & Gelb**, New York, from the DM Group.

Telemarketing Corp. of America is the new name for Avis Telemarketing Services, New York.

Direct Inc. is the new name for B&B Direct, New York, a partner company of Benton & Bowles.

Robert Fisler to senior writer, a new post at Evergreen Marketing, Middlebury, Vt., from vp-circulation, Time Inc., New York.

Norton Goodman to vp-management supervisor, a new post at Kobs & Brady Advertising, Chicago, from vp-account supervisor, R.S. Feldman & Co.

Barbara Hill to creative director, a new post at Flair Direct, Chicago, from account supervisor, CFM Communications, Naperville, Ill.

Barry Kessel to senior vp-general manager, Stone & Adler, Toronto, from vp-creative group manager, Chicago. He succeeds **David Watson**, who resigned. Also, **Don Mitchell** to vp-creative director from president, the Scollard Group, succeeding **George Campbell**, now with Bozell & Jacobs, Dallas.

Douglas Cooper to vp, Tinsley Yellow Pages division of Tinsley Advertising, Miami, from account exec. He replaces **Robert Caldarone**, who left.

Northwest Orient Airlines, St. Paul, Minn., to **Telephone Marketing Programs—Minneapolis**, a Yellow Pages agency, from Colle & McVoy. Also to TMP—Minneapolis, **Computer Depot**, a computer retailer, no previous agency, and **American Paging**, a distributor of pagers and beepers, from ACT, Stuart, Fla.

J.C. Penney, New York, contributes $250,000 to support direct-marketing education at the New York University Center for Direct Marketing at the School of Continuing Education.

S.N. Okner to president, Signature Direct Response Marketing division, Signature Group, Montgomery Ward & Co., Chicago, from exec vp-life and health insurance. He succeeds **Richard Cremer**, who retired.

The **Frank Vos Co.**, the New York direct-marketing agency owned by SSC&B:Lintas Worldwide, has changed its name to **SSC&B:Vos Direct**.#

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